



# 2015-2016 Navigator Outreach and Enrollment Grantees Summary

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## Navigator Network (Funding Area One)

*\$2.69 million; 8 grants will fund 45 organizations*

### Focus

These Navigator Network Grants will support collaborative networks of highly skilled navigator organizations, and will focus on focus on enrollment, outreach and building geographic coverage and coordination.

### Grantees in this area have:

- Skilled navigators able to assist consumers who require assistance with all aspects of the application and enrollment process.
- Capacity to assist consumers with post-application issues to ensure they successfully enroll in appropriate coverage.
- Capacity to offer year-round enrollment assistance in the geographic region defined by the applicant.
- Established relationships with populations facing barriers to enrollment.
- A long-term organizational commitment to providing navigator services, including outreach, education and enrollment.
- Capacity to mention and share resources with other navigator organizations.
- Demonstrated ability to work with MNSure to achieve outreach and enrollment goals through grassroots outreach and enrollment tools.
- Capacity to collaborate with other types of MNSure consumer assistance partners, including agents/brokers, agencies selected through the Broker Enrollment Center Initiative and other grantees.



## **Portico Healthnet**

**\$500,000**

**Saint Paul, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Vietnamese Social Services of Minnesota
- CAPI
- Saint Mary's Health Clinics
- Dakota County Community Services
- Prepare and Prosper
- Community Emergency Assistance Programs (CEAP)
- Resource West
- River Valley Nursing Center
- The Arc Greater Twin Cities

### **Geographic area served:**

- Twin Cities Metro

### **Highlights from Proposal:**

- Engage nine formal partners and more than 50 informal partners in strategic outreach and expert enrollment.
- Deploy network of 28 navigators to partner sites and enrollment events.
- Focus outreach and enrollment efforts in Twin Cities communities with the highest rates of uninsurance, including Hispanic/Latinos, American Indian, African/African American and Asian.
- Utilize Health Access Phone Line to educate all callers about MNSure and available enrollment assistance.



## Health Access Minnesota

**\$490,000**

**Saint Paul, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Intercultural Mutual Assistance Association (IMAA)

### **Geographic area served:**

13 Southeast Minnesota counties:

- Dodge
- Fillmore
- Freeborn
- Goodhue
- Houston
- Mower
- Olmsted
- Ramsey
- Rice
- Steele
- Wabasha
- Waseca
- Winona

### **Highlights from Proposal:**

- Expand coverage area from Ramsey and Olmsted counties to 12 southeastern Minnesota counties, providing enrollment resources to many un- and underserved counties.
- Engage one formal partner (IMAA) and more than 25 informal partners to create a wide and deep network of outreach specialists, assisters and organizations that refer consumers for enrollment assistance.
- Create a stakeholder committee to strategically cover southeastern Minnesota.
- Continue to develop in-depth trainings for navigators and broader assister community.
- Assist hard-to-reach Minnesotans including immigrants and refugees, persons experiencing homelessness and unstable living conditions, consumers living in rural areas and communities of color.



## **Mid-Minnesota Legal Aid**

**\$475,000**

**Saint Cloud, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- African Women's Alliance
- Catholic Charities Diocese of Saint Cloud
- Tri-County Action Program
- Women's Center of Saint Cloud State University

### **Geographic area served:**

12 Central Minnesota counties:

- Benton
- Cass
- Chisago
- Crow Wing
- Isanti
- Mille Lacs
- Morrison
- Sherburne
- Stearns
- Todd
- Wadena
- Wright

### **Highlights from Proposal:**

- Engage four formal partners and 14 informal partners to develop a robust referral network aimed at identifying uninsured consumers, assessing their enrollment barriers and providing an accessible navigator to assist with the entirety of the enrollment process.
- Place strong outreach emphasis on reaching and educating young adults, the African immigrant community and the Latino community.
- Target lower-wage workers through partnership with area insurance agents, engagement of employers and networks and tax preparers.



## **Somali Health Solutions**

**\$300,000**

**Minneapolis, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Abu-Bakar Assidique
- Tawfiq Islamic Center
- Saint Cloud Somali Youth Organization

### **Geographic area served:**

- Twin Cities Metro and Saint Cloud

### **Highlights from Proposal:**

- Focus outreach and enrollment to Somali, Oromo and Amharic speaking populations living in the seven county Twin Cities Metropolitan and St. Cloud areas.
- Identify and engage immigrant-owned businesses in MNSure and SHOP enrollment education and assistance.
- Build capacity at the Saint Cloud Somali Youth Organization to provide outreach and enrollment assistance to Somali, Oromo and Amharic speaking populations in the St. Cloud area.



## **Arrowhead Economic Opportunity Agency, Inc.**

**\$200,000**

**Virginia, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Lakes & Pines Community Action
- KOOTASCA Community Action Council
- Sawtooth Mountain Clinic

### **Geographic area served:**

12 Northeast & North Central counties:

- Aitkin
- Carlton
- Chisago
- Cook
- Isanti
- Itasca
- Kanabec
- Koochiching
- Lake
- Mille Lacs
- Pine
- Greater St. Louis

### **Highlights from Proposal:**

- Engage in a hyper-localized marketing and outreach campaign to reach and educate populations with higher rates of uninsurance, including American Indians and young adults.
- Incorporate MNSure education into other agency programming and communications.
- Develop regional network, which spans hundreds of miles, but convenes quarterly in-person trainings and development opportunities for network partners.



## **Community Resource Connections**

**\$250,000**

### **Bemidji, Minnesota**

#### **Formal community partners (agencies receiving sub-granted funds):**

- Northern Dental Access Center
- Pine River - Backus and Northland Family Center
- Planned Parenthood of Minnesota, North Dakota, and South Dakota

#### **Geographic area served:**

Four Northwest and North Central Minnesota counties:

- Beltrami
- Northern Cass
- Clearwater
- Northern Hubbard
- Including the Red Lake Nation and the Leech Lake Reservation

#### **Highlights from Proposal:**

- Prioritize MNsure education and enrollment offerings to network's 95,000 clients.
- Maintain and grow relationships with area insurance agencies (21 and growing) to ensure a no wrong door approach for enrollment assistance.
- Establish outreach and engagement relationship with Red Lake Hospital and its Certified Application Counselors to streamline applications processes.



## **Generations Health Care Initiatives**

**\$225,000**

**Duluth, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- CHUM
- Community Action Duluth
- Lake Superior Community Health Center/Health Care Access Office
- Minnesota Citizens Federation
- Salvation Army Duluth
- Women's Health Center of Duluth
- United Way of Greater Duluth 2-1-1

### **Geographic area served:**

- Southern Saint Louis County

### **Highlights from Proposal:**

- Grow "hub-and-spoke" model to continue to serve Greater Duluth's uninsured communities with efficiency and expertise.
- Focus outreach and enrollment efforts on communities that have low income, are experiencing homelessness or lack employer-sponsored coverage.
- Dedicate specific outreach towards small businesses and businesses employing part-time workers.
- Execute a strategic and steady marketing and education campaign through media and events.



## **Western Community Action, Inc.**

**\$250,000**

**Marshall, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Lakes & Prairies Community Action Partnership
- West Central Minnesota Communities Action
- Heartland Community Action, Inc.
- Prairie Five Community Action Council, Inc.

### **Geographic area served:**

25 Southwest and West Central Minnesota counties:

- Big Stone
- Chippewa
- Cottonwood
- Douglas
- Grant
- Jackson
- Kandiyohi
- Lac qui Parle
- Lincoln
- Lyon
- McLeod
- Meeker
- Murray
- Nobles
- Pipestone
- Pope
- Redwood
- Renville
- Rock
- Stevens
- Swift
- Traverse
- Yellow Medicine
- Clay
- Wilkin

### **Highlights from Proposal:**

- Reach and engage network's client base to initiate health insurance literacy conversations and connect to free enrollment assistance.
- Engage four formal partners and 13 informal partners in strategic outreach to target populations through activities at civic clubs, small business associations, faith-based organizations and health care providers.
- Engage the region's American Indian communities in outreach, education and enrollment assistance activities on three reservations.



## **Outreach and Enrollment (Funding Area Two)**

*\$1.29 million; 11 grants will fund 20 organizations*

### **Focus**

These Outreach and Enrollment Grants will support navigator organizations with expertise in reaching a specific population with high levels of uninsured, and will focus on outreach, education and enrollment.

### **Grantees in this area have:**

- Skilled navigators able to assist consumers who require assistance with all aspects of the application and enrollment process.
- Capacity to assist consumers with post-application issues to ensure they successfully enroll in appropriate coverage.
- Capacity to conduct outreach and education activities specific to the identified population that connect consumers to enrollment assistance.
- Year-round enrollment assistance, but increased activity during the annual open enrollment period.
- Strong connections to the identified population the grantee is serving.



## **Comunidades Latinas Unidas En Servicio, Inc.**

**\$120,000**

**Saint Paul, Minnesota**

### **Populations of focus:**

- Latino and other immigrant populations

### **Geographic area served:**

Counties:

- Hennepin
- Ramsey
- Washington
- Dakota
- Blue Earth
- Mower
- Steele
- Faribault
- LeSueur
- Redwood
- Nobles
- Brown
- Kandiyohi
- Watonwan
- Sibley
- Stearns
- Pope
- Cottonwood

### **Highlights from Proposal:**

- Leverage experience with Coordinated Care Navigators to increase program success and utilize it to help clients navigate agency's services and connect them with needed resources.
- Prioritize outreach to Latinos and other immigrant communities through community and cultural events.



## **Hmong American Partnership**

**\$125,000**

**Saint Paul, Minnesota**

### **Populations of focus:**

- Southeast Asians, specifically the Hmong, Karen, Bhutanese, Burmese, Cambodian and Lao populations

### **Geographic area served:**

- Twin Cities Metro Area

### **Highlights from Proposal:**

- Find, connect and educate Southeast Asian Minnesotans through events, mass media, other outlets and working with MNSure marketing and communications.
- Provide assistance with enrollment and renewal to Hmong, Karen, Bhutanese, Burmese, Cambodians and other Southeast Asians and help populations to obtain financial assistance and tax credits.
- Support MNSure in building the network of navigators through Hmong American Partnership's leadership of Asian focused health initiatives and alliances, as well as coordinating meeting between MNSure and the Asian American and Pacific Islander (AAPI) community to streamline best practices regarding AAPI health coverage.



## **Minnesota AIDS Project**

**\$120,000**

**Minneapolis, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Rural AIDS Action Network
- Rainbow Health Initiative
- OutFront Minnesota
- Minnesota Transgender Health Coalition

### **Populations of focus:**

- People who identify LGBTQ, people living with HIV who do not qualify for the federal Ryan White Program and people who are disproportionately affected by HIV

### **Geographic area served:**

- Twin Cities Metro Area
- Greater Minnesota counties:
  - Becker
  - Benton
  - Itasca
  - Wright
  - Crow Wing
  - Beltrami
  - Chisago
  - Blue Earth
  - Freeborn
  - Saint Louis
  - Pine
  - Kandiyohi
  - Stearns
  - Lyon
  - Stevens

### **Highlights from Proposal:**

- Build off in-reach and word-of-mouth referrals established in 2013 by continuing to incorporate Mnasure content and connection into partner programming and events.
- Host weekly enrollment hours at five external partner treatment and client facilities.
- Establish a mobile navigator program to ensure capacity to dispatch navigators to where clients need enrollment services.



## **Native American Community Clinic**

**\$115,000**

**Minneapolis, Minnesota**

### **Populations of focus:**

- Urban American Indian Community

### **Geographic area served:**

- Minneapolis

### **Highlights from Proposal:**

- Prioritize education and enrollment of clinic patient populations, 15% of whom currently present with no health insurance.
- Formalize referral relationships with five external partner organizations to systematically track education and enrollment of reached consumers.
- Serve as expert resource to both metro and out-state navigators on reaching and enrolling Native Americans through MNSure.



## **NorthPoint Health & Wellness Center, Inc.**

**\$120,000**

**Minneapolis, Minnesota**

### **Populations of focus:**

- Low income people of color

### **Geographic area served:**

- North Minneapolis

### **Highlights from Proposal:**

- Conduct community presentations and interactive discussions at area churches/faith-based locations, charter schools, libraries, grocery stores and nonprofit agencies.
- Expand on partnerships with correctional institutions to provide information, guidance and enrollment assistance to soon-to-be released inmates.
- Distribute MNsure information at more than 200 community events.



## **Northwest Community Action, Inc.**

**\$125,000**

**Badger, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Inter-County Community Council
- Tri-Valley Opportunity Council

### **Populations of focus:**

- Populations with limited access to and/or knowledge of computers and broadband (Internet)

### **Geographic area served:**

Nine Northwest Minnesota counties:

- Clearwater
- Kittson
- Lake of the Woods
- Marshall
- Norman
- Pennington
- Polk
- Red Lake
- Roseau

### **Highlights from Proposal:**

- Utilize traditional media—print and radio—to reach target population.
- Weave uninsurance survey and navigator follow-up into existing client programming.
- Engage in community-based events and programming to reach non-client population, including fairs, celebrations and culturally special community events.



## **Open Cities Health Center**

**\$100,000**

**Saint Paul, Minnesota**

### **Populations of focus:**

- LGBTQ community and residents in St. Paul's North End neighborhood

### **Geographic area served:**

- Twin Cities Metro Area, primarily Saint Paul

### **Highlights from Proposal:**

- Develop and integrate MNSure education campaign into existing community outreach programming and events.
- Promote availability of MNSure enrollment assistance at newly expanded North End clinic.
- Incorporate MNSure information into in-take process for uninsured patients.



## **Pillsbury United Communities**

**\$100,000**

**Minneapolis, Minnesota**

### **Populations of focus:**

- Immigrant and refugee communities, low-income people, people with cognitive disabilities, highly mobile individuals and families and children

### **Geographic area served:**

- Minneapolis

### **Highlights from Proposal:**

- Utilize 25 neighborhood centers as MNSure information and enrollment resource hubs.
- Develop strategic engagement processes for the 70+ community groups that utilize those community centers.
- Outreach will focus on current program participants, referrals from current center tenants and off-site neighborhood engagement.



## **Planned Parenthood Minnesota, North Dakota, South Dakota**

**\$115,000**

### **Saint Paul, Minnesota**

#### **Populations of focus:**

- Age 18-34, low-income, rural, racial/ethnic groups, immigrants, low literacy, limited English proficiency, people with complex immigration status and LGBTQ individuals

#### **Geographic area served:**

Clinics located in:

- Alexandria
- Apple Valley
- Bemidji
- Brooklyn Park
- Duluth
- Grand Rapids
- Mankato
- Minneapolis
- Moorhead
- Richfield
- Rochester
- St. Cloud
- St. Paul – Rice Street
- St. Paul – Vandalia Street
- Virginia
- Willmar
- Woodbury
- Eden Prairie

#### **Highlights from Proposal:**

- Strategically grow navigator team to include staff from Education & Outreach and Clinical Services departments.
- Utilize Enrollment Assistance Kiosks to connect patients with a Navigator on Duty, enabling enrollment services to out-state and rural clinics.
- Engage in digital advertising campaign, utilizing tactics like display ads, paid social media, programmatic display and more.



## **Southside Community Health Services, Inc.**

**\$120,000**

**Minneapolis, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Lutheran Social Services of Minnesota - Center for Changing Lives

### **Populations of focus:**

- Hispanic/Latino, Black/African American, Foreign Born, Somali/East African and Low Income

### **Geographic area served:**

- South Minneapolis
- Richfield

### **Highlights from Proposal:**

- Offer holistic health and health insurance literacy to community members and patients, packaging together health education, health screenings, referrals to services and MNSure application assistance.
- Patient Advocates will be certified as navigators and engage patients systematically during in-take process.
- Partner strategically with community organizations to provide navigator services to their patients and clients.



## **Three Rivers Community Action, Inc.**

**\$125,000**

**Zumbrota, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- C.A.R.E Clinic
- Community Action Center of Northfield
- HealthFinders Collaborative, Inc.

### **Populations of focus:**

- Low-income, under-served with barriers to obtaining insurance including low-literacy, English as a Second Language speakers and rural persons without transportation, etc.

### **Geographic area served:**

Southeast Minnesota counties:

- Goodhue
- Olmsted
- Rice
- Wabasha

### **Highlights from Proposal:**

- Further develop navigator and expand services in counties currently served by only lead agency and formal community partners.
- Execute paid media campaign on public transit system that serves 270,000 riders annually.
- Establish network as community resource for health insurance enrollment through robust community event participation and grassroots marketing campaign.



## **Funding Area Three**

*\$254,000, 7 grants will fund 13 organizations*

### **Focus**

The Outreach and Education Mini Grants will support outreach and education activities that connect consumers or small businesses to enrollment assistance, and will focus on reaching consumers facing particular barriers.

### **Grantees in this area have:**

- Specific outreach and/or education activities planned that focused on specific populations and/or geographies.
- Strong connections and ability to reach the specific population.
- Strategies for connecting individuals to enrollment assistance offered through their organization or through referrals to other assister organizations.



## **Face to Face Health and Counseling Service**

**\$40,000**

**Saint Paul, Minnesota**

### **Populations of focus:**

- Homeless, unstably housed, and underserved youth and young adults

### **Geographic area served:**

- East Metro, primarily Ramsey County

### **Highlights from Proposal:**

- Prioritize in-reach to uninsured clients at two agency locations, funding an Outreach Specialist who has enrollment skills but is also trained in engaging this specialized community.
- Engage consumers at off-site health fairs and presentations to other health educators, creating a robust referral network.



## **LeClair Group**

**\$40,000**

**Woodbury, Minnesota**

### **Populations of focus:**

- Small businesses, with an emphasis on low income areas, minority businesses and start-up businesses

### **Geographic area served:**

- Ramsey County

### **Highlights from Proposal:**

- Create and execute an outreach campaign that will educate 500 small businesses in Ramsey County about the MNsure SHOP program.
- Identify 100 businesses interested in using SHOP as a tool for their employees.
- Deliver to MNsure reports at conclusion of grant cycle—first, a business survey summary, and second, a suggested educational model for SHOP implementation.



## **NAMI (National Alliance on Mental Illness) Minnesota**

**\$40,000**

**Saint Paul, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Mental Health Association of Minnesota
- Northern Pines Mental Health Center
- Range Mental Health Center
- Resource, Inc.
- South Central Human Relations Center

### **Populations of focus:**

- People with mental illnesses

### **Geographic area served:**

- Statewide

### **Highlights from Proposal:**

- Work through partners to increase health insurance literacy of Minnesotans with mental illnesses and their families.
- Prioritize outreach to mental health case workers and other providers to ensure all trusted messengers are educated about MNSure and understand that expert enrollment assistance is available through NAMI and partners.
- Create and distribute educational materials specific to people with mental illnesses to partners and at events.



## **Springboard for the Arts**

**\$34,500**

**Saint Paul, Minnesota**

### **Populations of focus:**

- Individual artists, nonprofit arts workers and nonprofit arts organizations

### **Geographic area served:**

- Statewide

### **Highlights from Proposal:**

- Create and distribute two artist-created educational videos.
- Strategically and consistently distribute educational materials to more than 20,000 artists across the state.
- Work collaboratively with other Mnasure assisters to refer artist community to needed enrollment assistance.



## **Sub-Saharan African Youth & Family Services**

**\$39,927**

**Saint Paul, Minnesota**

### **Populations of focus:**

- African immigrants and refugees

### **Geographic area served:**

- Twin Cities Metro

### **Highlights from Proposal:**

- Reach members of community where they are at, through mosques, churches, community centers, markets and more.
- Reach members of community through paid advertising on community-specific media outlets.



## **The Arc Greater Twin Cities**

**\$30,000**

**Saint Paul, Minnesota**

### **Populations of focus:**

- People with intellectual and developmental disabilities, their families and networks of support

### **Geographic area served:**

- Twin Cities Metro Area

### **Highlights from Proposal:**

- Strategically distribute the multilingual “MNsure and Healthcare for People with Disabilities” videos.
- Prioritize education and outreach at Value Village stores across the metro.
- Regularly engage partners in educational opportunities so they are best prepared to serve people with disabilities as they utilize MNsure, and are comfortable referring to The Arc and partners for specialized enrollment assistance.



## **United Family Medicine**

**\$30,000**

**Saint Paul, Minnesota**

### **Formal community partners (agencies receiving sub-granted funds):**

- Karen Organization of MN

### **Populations of focus:**

- Hispanic/Latino, Karen, new immigrant, low income and uninsured

### **Geographic area served:**

- Saint Paul

### **Highlights from Proposal:**

- Engage strategic community partners (KOM and Our Lady of Guadalupe) to best serve uninsured consumers in service area (Latinos and Karen).
- Co-host educational events at strategic community centers, and provide culturally specific materials at important community locations, like libraries and places of worship.
- Establish referral process so partners can regularly and reliably refer their connections to the navigation services provided by United Family Medicine.